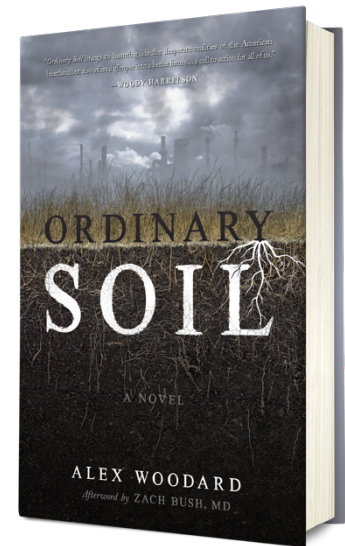




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**ZACH BUSH, MD AND AUTHOR/SINGER-SONGWRITER, ALEX WOODARD, TEAM UP
FOR NEW NOVEL EXPOSING DESPERATE REALITY OF AMERICA'S HEARTLAND**
Ordinary Soil Marries Science, History, and Fiction for an Engaging Story on
American Farming

September 1, 2023 (Los Angeles, CA) — From critically-acclaimed author and singer-songwriter, Alex Woodard (author of *For the Sender*), comes an insightful story of the desperate situation of farming families in America's heartland. Written in collaboration with triple board-certified doctor turned agricultural warrior, Zach Bush, MD, and endorsed by American actor/activist, Woody Harrelson, Woodard uses the power of fiction to illuminate the widespread issues related to modern farming and public health. Well-researched and thoughtfully written, this historical fiction is an important novel of our time. Not only is it a great read, but it's a wakeup call to our present situation.



Anchored by an old elm tree and a plot of land in Oklahoma's panhandle, the story unfolds across multiple generations. Moving back and forth through time, Woodard takes the reader on a journey of one family as they evolve from their Native American roots to modern-day farmers. Haunted by their past and plagued by the present, the family quietly struggles. When they strike up an unlikely friendship with the town doctor, a discovery of science and history unfolds, revealing a secret that has the power to save them all.

Inspired by real life characters and conversations, Woodard uses lyrical storytelling to convey complex issues about modern farming on human and ecological health. Through the doctor, who is modeled after Zach Bush, MD, Woodard was able to weave in the technical science behind regenerative agriculture and microbiomes. Many of his present-day characters come from insight from Gail Fuller, a third-generation Kansas farmer who openly shares the mental and physical issues experienced by farmers.

A gripping ghost story up front, with hard-hitting messages weaved in, Woodard deftly recreates the past century and a half of American farming. With well-researched historical themes, he delves into indigenous culture, evolution of agricultural practices, and modern science with the skill of a gifted storyteller. His grace and tender prose artfully show us that everything is

connected, from the soil to our physical and mental wellbeing, and that a solution is within reach if we're willing to accept it.

Harrelson, a regenerative agriculture activist, says "*Ordinary Soil brings to haunting life the desperate realities of the American heartland but also offers a glimpse into a better future ... a call to action for all of us.*"

Book proceeds go to [Farmer's Footprint](#), a non-profit founded by Zach Bush and a coalition of farmers, educators, doctors, scientists, and business leaders aiming to expose the human and environmental impacts of chemical farming and offer a path forward through regenerative agricultural practices. More about the book at [OrdinarySoil.com](#).

ABOUT THE AUTHOR

Alex Woodard has toured nationally behind several critically acclaimed albums, earning a few prestigious industry nods while sharing the stage with some of his heroes. His *For the Sender* book, album, and concert series garnered praise from *Huffington Post*, Ellen DeGeneres, Deepak Chopra, Dr. Wayne Dyer, and *Billboard* magazine, among others. Alex lives with four horses, two dogs, two chickens, and two beautiful humans on a small ranch near the California coast. More at [AlexWoodard.com](#).

ABOUT ZACH BUSH, MD

Zach Bush MD is a triple board-certified physician, internationally recognized educator and thought leader on the microbiome as it relates to health, disease, and food systems. Dr Zach founded the nonprofit Farmer's Footprint to develop root-cause solutions for human and ecological health. He is passionate about highlighting the need for a radical departure from chemical farming and pharmacy, and his ongoing efforts are providing a path for consumers, farmers, and mega-industries to work together for a healthy future for people and planet. More at [ZachBushMD.com](#).

ORDINARY SOIL, a novel

By Alex Woodard

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TESTIMONIALS

"*Ordinary Soil* brings to haunting life the desperate realities of the American heartland, but also offers a glimpse into a better future... a call to action for all of us." - **Woody Harrelson**

"An epic, beautiful, and compelling story, rich in plot and characters, with a powerful message that needs to be heard by all of us." - **Randy Zisk, Producer/Director *East New York, The Blacklist, Monk, The Mentalist, NCIS, NYPD Blue, The Blacklist, Grey's Anatomy***

"Beautifully written... captivates readers with an urgent call to action and a message of pure hope. Woodard eloquently weaves a tale of relatable humanity that inspires us all to embrace our connection to the earth." - **Evan Harrison, CEO of Kiss the Ground**

"Captivating... an essential love story between earth and human."
- **Jay Naidoo, Cabinet Minister for Nelson Mandela and Chairman of the UN Global Alliance for Improved Nutrition**

"A fantastic read, skillfully revealing the realities of the long-lasting impact of our corporate controlled Farmacy." -**RC Carter, Carter Country Meats**

"Alex Woodard is one of the greatest writers I've ever discovered."
- **Dr. Wayne Dyer, #1 New York Times bestselling author**

"One of the most beautiful storytellers... he has the innate ability to awaken emotion through his writing and music, and *Ordinary Soil* illustrates the urgent call for change in how we treat our land, while being a powerful advocate for the human spirit and how we survive."
- **Skye Dyer, Mother, Singer, Business Owner, Daughter of the late Dr Wayne Dyer**

"A powerful story that highlights the struggles of our farmers and effectively points out a crisis of ecological and human health... and, if we're willing to do the hard things and get our hands dirty, a way out." - **Kelly Ryerson, MBA, Regenerative Advocate**

Q&A with Alex Woodard

Author of *Ordinary Soil*

Why did you decide to write this book? And why fiction?

I felt like the impact of mechanical and chemical farming on human and ecological health was a really timely, important message to share, but also kind of cumbersome and scientific. Those are two barriers that are easy to break down through fiction. And I wanted to write something apolitical... I'm like a lot of people, so tired of the circus, and I wanted to get this message to the people that most needed to hear it. Very few of us are going to be attending lectures on the microbiome and soil health. But a lot of us can get behind a good ghost story.

Is this story inspired on any real-life characters?

Yes, it's loosely inspired by the stories of two people in particular. One is Zach Bush, a triple-board certified MD who was developing new chemotherapies before turning his attention to regenerative agriculture and the root-cause solutions for disease. And the other real-life person is Gail Fuller, a third-generation farmer in Kansas who's openly talked about the struggles and mental health of our farmers, while being a leader on the ground for the regenerative movement.

How did you do your research?

Mostly by combing through exhaustive (and exhausting) National Institutes of Health studies. There's also a fair amount of history in the novel (a friend called it *faction*, a mix of fiction and historical/empirical fact), since it follows a multi-generational family over 150 years, so I dug deep into indigenous culture literature, as well as agricultural practices through the decades. My challenge was to take all that information and weave it into a compelling story that was enjoyable to read.

Did the information learned in writing this book changed your life and behaviors in any way?

I'd say it reinforced my habits but didn't change them. I'm already outside a lot, mucking horse stalls and dealing with chickens and getting my hands in the earth, and that's one of the takeaways from the book: get outside in nature, and your immune and nervous systems will thank you. I also tend to stay away from heavily processed foods and try to eat as many whole foods as I can, which is another message. You get out what you put in, in all things, from your body to the soil supporting your food. Everything is connected.